



BIRMINGHAM
ON-DEMAND



Transportation Committee Update

October 14, 2020

Service Overview

Launched: December 3, 2019

Hours: Mon-Fri from 6am-8pm and Sat from 10am-8pm

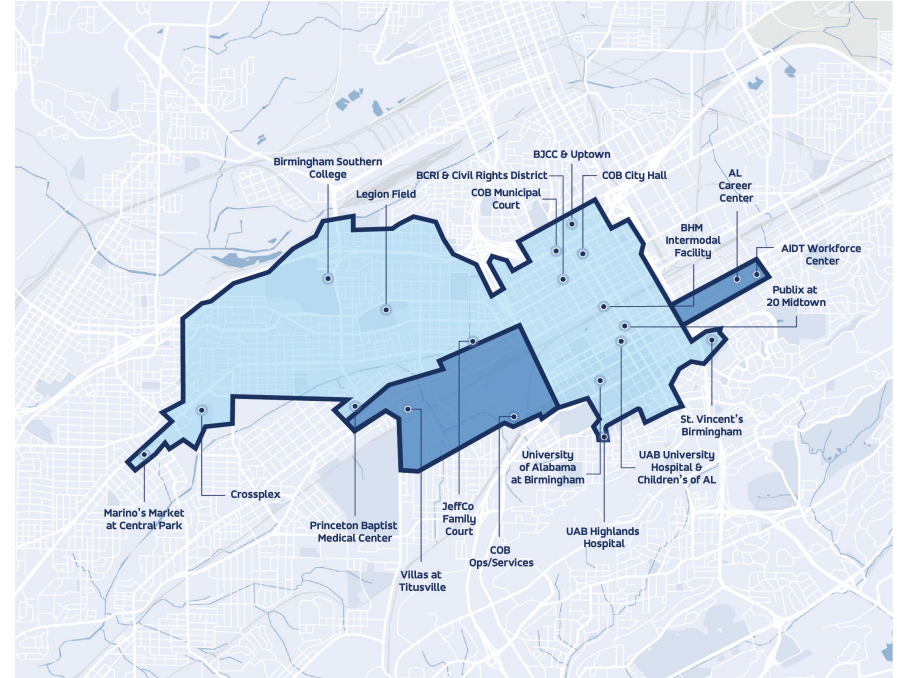
Zone: ~8.5 square miles of Birmingham

Pricing: \$1.50

Reservations: App or Phone

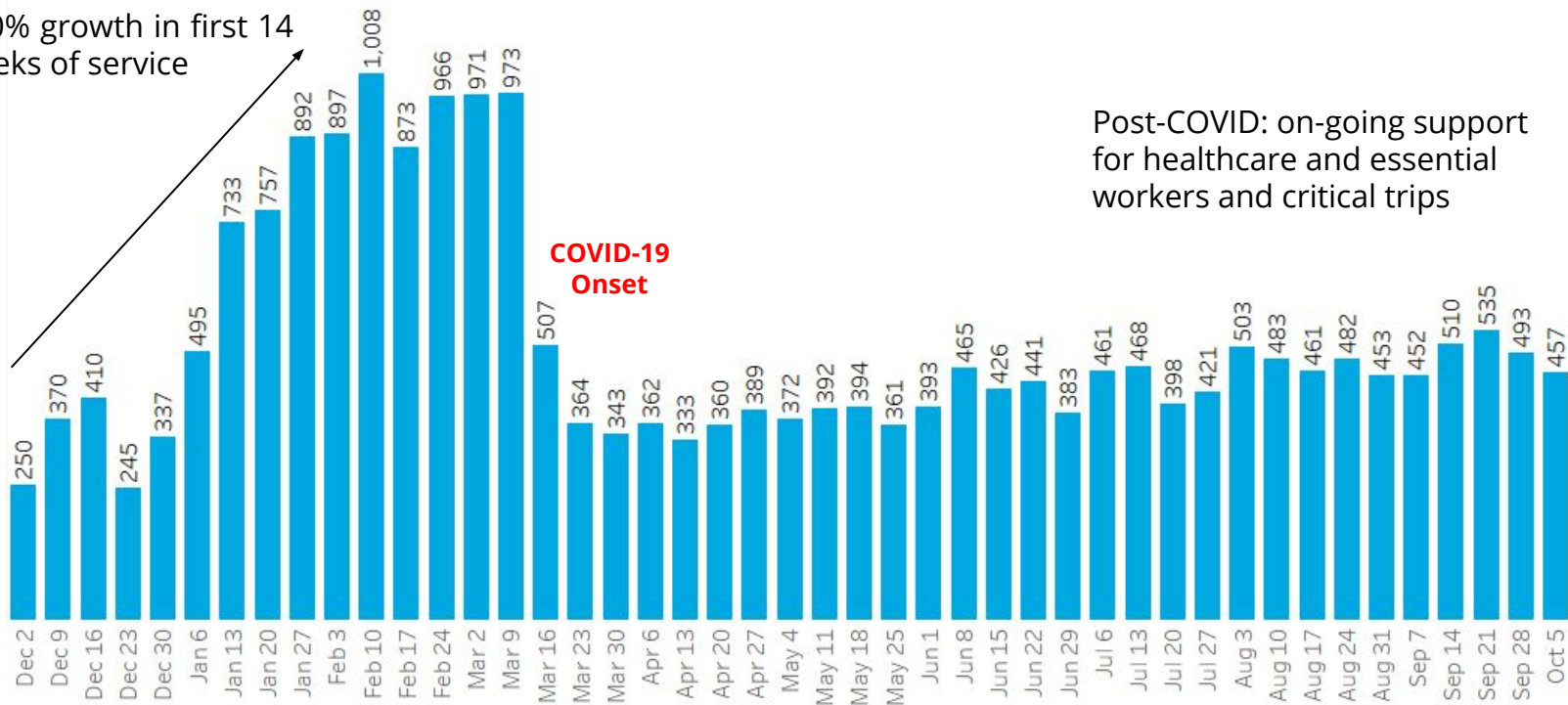
(+1 205-236-0768)

www.birminghamal.gov/via



Rider base grew quickly after launch, and continued to fulfill essential trips after the onset of COVID-19

300% growth in first 14 weeks of service



On-Demand has transformed mobility
in pilot zone by providing over 23,000
reliable, convenient rides since launch

23,000

Rides completed

9.0

Avg. wait time (min)

4.85

Average rider rating

92%

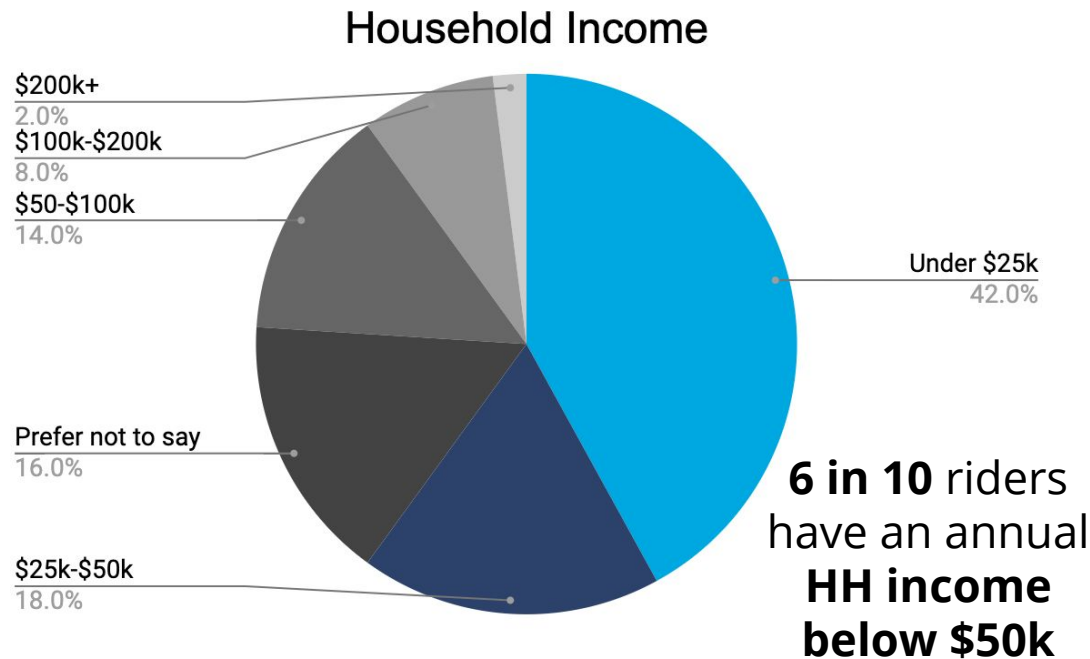
Pickups on time

“Birmingham needs modern, affordable transit options if it's going to be the technology hub of the south. Via is smart, convenient, and reliable. I live in the city and I don't drive my car unless I'm going out of town”.

-Birmingham
On-Demand Rider

Service provides job access amidst challenging economic conditions

“Commuting”
is #1 reason
riders use
Birmingham
On-Demand (25%)

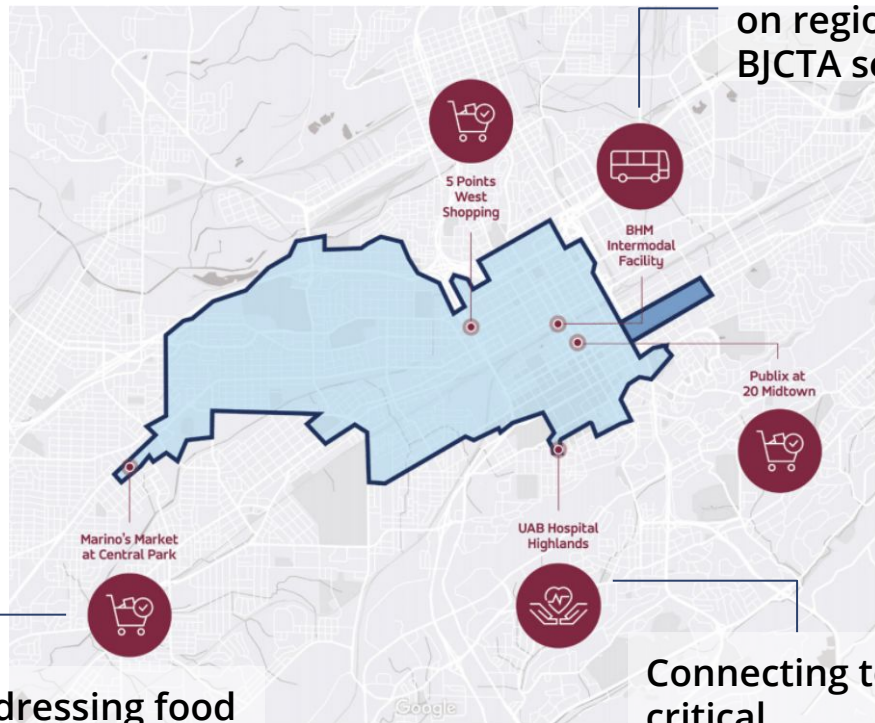


Note: #2 use = daily errands (23%), #3 = leisure (17%), #4 = healthcare (10%) #5 = education (8%)

Beyond jobs, Birmingham On-Demand enables riders to access critical community resources

Top Destinations

1. Birmingham Intermodal Facility
2. Publix Grocery Store
3. Marino's Market at Central Park
4. Five Points West Shopping
5. UAB Hospital Highlands



Throughout COVID-19, Birmingham On-Demand continues to support essential trips and workers

1 in 3

trips taken during
COVID-19 were **related to
healthcare or nutrition**

& continuing to provide
400+ trips per week

Meet Nakisha



It's the price...you don't have to find parking and you save gas ... **The service is really critical to us hospital workers.**

I use it for everything so it's all useful. **[The drivers] are always concerned about my safety. They know me by name.** They always look out for me.

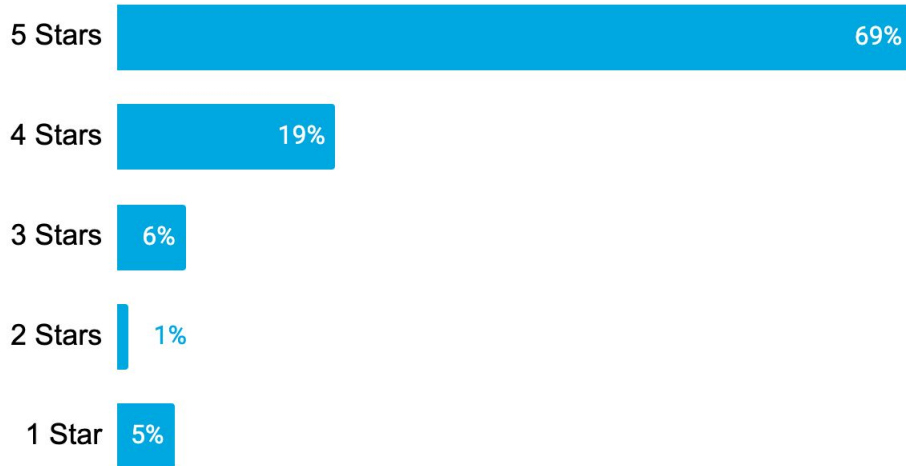
— Nakisha Cook



Rider feedback remains overwhelmingly positive.

Extremely high satisfaction overall

Rider Satisfaction Ratings



Why? Fares and high quality of service

Top 3 Drivers of Satisfaction

#1 Affordable Fares (61%)

#2 Reliable Service (21%)

#3 Easier Journeys (9%)



Simple, easy, efficient"

— Rider, Birmingham On-Demand

Thank You.

